



**Bachelor of Vocation (B.Voc)**

**Semester: III**

**Branch: Sales & Marketing Management**

**Subject Name: Retail Management**

**Subject Code: 1132203**

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
			C	ESE (E)	PA(M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Content:**

Sr. No.	Content	Hrs.
1	<b>Introduction to Retail Management</b> – Concept of Retailing, Key Features, Importance of Retailing, Factors Affecting Retailing, Evolution of Retailing in India, Functions of Retailers, Challenges to Retail Development in India	12
2	<b>Important Decisions in Retail Management</b> – Retail Store Location & Factors Affecting selection of Location, Brief Idea about the Types of Retail formats, Organised Retailing Vs. Unorganised Retailing	10
3	<b>Retail Store Operations</b> - Store Layout and visual merchandising, Exterior & Interior Store Design, Retail Inventory management, Merchandise Management, Category Management, Role of Store Manager, Security in Store, Online Retailing & Importance of Online Retailing	10
4	<b>Retail Marketing Mix &amp; Manpower Planning – Product</b> – Decision Related to Selection of Goods, <b>Pricing</b> – Types of Pricing & Factors affecting Pricing, <b>Place</b> - Supply Chain Management, <b>Promotion</b> – Objectives of Promotion, Advertising Media	10
	<b>Total</b>	<b>42</b>

**Reference Books:**

- Swapna Pradhan – Retail Management , Text & Cases, 4<sup>th</sup> Edition, Tata Mcgraw Hill Education Pvt. Ltd. New Delhi
- Harjit Singh - Retail Management , S Chand Publications New Delhi
- R. B. Rudani – Basics of Marketing Management, S Chand & Company, New Delhi

**Course Outcomes:**

After learning the course the students should be able to:

1. Students will aware about Retail Sector
2. Students will get Theory as well as Practical Knowledge about Retail Sector
3. Students will get enough knowledge about the Retail sectors which will help to build their career in Retail Industry